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Questions

- Maslov's Need Hierarchy contains the levels Physiological, Safety, Belonging-Love, Self-Esteem, Self-Actualization. Which levels do Games and Social Media contribute to? Give a brief explanation!

- Briefly explain Radoff's Player Motivations diagram!

- Provide three examples of rewards systems and briefly explain their nature and motivational function and characterize them in terms of Wang and Sun's four characteristics of reward (social value, effect on game play, suitability for collection and review, time required to earn / receive the award)!

- Context:
  - “[...] where you are, who you are with, and what resources are nearby. Context encompasses more than just the user's location [...]” [Schilit et al., 1994; in (2)].
  - “Context is any information that can be used to characterize the situation of an entity. An entity is a person, place, or object that is considered relevant to the interaction between a user and an application, including the user and applications themselves.” [Dey, 2001; in (2)]

- Context Awareness:
  - “A system is context-aware if it uses context to provide relevant information and/or services to the user, where relevancy depends on the user's task” [Dey, 2001; in (2)]
  - “Context is an operational term: Something is context because of the way it is used in interpretation, not due to its inherent properties.” [Winograd, 2001; in (2)]
**History of Social Network Analysis, Main Contributors**

- 2000s-present: A. Barabasi, D. Watts, M. Newman, J. Kleinberg: (Physicists take over*), A. Pentland (Reality Mining) etc.

**Distances: Closeness**

- Minimum problem: find nodes whose sum of distances to other nodes is minimal (service facility location problem): For all u minimize total sum of minimal distances \( \sum_{v \in V} d(u, v) \)
- Social analog: Determine central figure for coordination tasks
- Example:

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36
26
24
22
32
graph with \( \sum_{v \in V} d(u, v) \) values
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